

TO: Vicki Berner

DATE: January 31, 2000

FROM: Yvette Robinson

SUBJECT: Status Report-Week of 1/31/00**Noches de Baile**

- Meeting with Federico Acuna today, 1/31/00 at 3:00pm to discuss NdB program.
- "Marlboro & The Latin Market" Meeting scheduled by Whit Rawlinson on February 11th. Conference room TBD
- Focus group information (attended focus group week of 1/24 in LA) will be presented by Brand at February 11th meeting.
- Phoenix Marketing, Inc. Venue/Club assessment information on Noches de Baile was forwarded to Whit Rawlinson and Federico Acuna on 1/31/00.
- Received Noches de Baile wrap-up report from CFA. I reviewed and informed CFA of revisions needed. Revisions will be forwarded to NYO week of 2/1
- Idalis, CFA finance/accounting person has informed me that the accrued balance is \$125,000. \$100,000 in billing will be forwarded week of 2/1. Balance of \$25,000 will be forwarded by week of 2/7.
- Continuing to work on the rough draft of RFP and Budget for NdB 2000 Program, based on 1999 program. (As previously discussed in meeting w/all) Will continue to touch base with Finance/Legal regarding all RFP's.
- Week of 1/31/00 will attend Pollstar 2000 CIC convention. Focus on seminars and special focus sessions: "Latin Music Goes Mainstream"; "Creating a Special Events"; "Club Tours: Reaching Beyond the Bar"; and "Sound, Lights, Action".

Miles for Admission

- EMI/PM program recommendations have been submitted. Continuing to work with Brand on 2000 program recommendations prior to 2nd presentation.
- Brand presented MFA 2000 program to Mike Mahan on January 20th.
- Alex Ellwood to re-present MFA 2000 to Mahan. Date TBD. MFAP will meet 2/1, conference room 8C at 2:45pm.
- Will wait for direction from Brand regarding program revisions for 2000. Once program revisions for 2000 are received, I will immediately begin RFP/Budget with continued guidance from Finance/Legal.
- 1/31/00 - Confirming if EMI has received goodie bags from Brand for the winners of the MFA catering contest. Backpack and Poker set are the approved items for the "EYHO" caterers contest winners. There are approximately 15 winners. Items will be forwarded to EMI to distribute to "EYHO" caterers

Marlboro Miles Auction

- Once direction is determined, I will begin RFP/Budget with continued guidance from Finance/Legal.
- Met with Brand and Diamond Group, (Auction execution agency). Provided Diamond Group with markets. Diamond Group to review markets by counties and provided fulfillment with recommendation for 2000.
- Plan to roll-out auction program in September, 2000.

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Marlboro Bar Program

- I will closely review lights, signage etc at MME to determine if speaker scrims or glow in the dark backdrops should be utilized. Will discuss upon return.
- 2/4, I will attend a Marlboro Racing School Sweepstakes Event in San Diego
- Joe Czarnecki working with Direct to establish PO Boxes and BRE's for 2000 Marlboro events.

/jyr

cc: J. Czarnecki
S. Sampson

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